

Terms of Reference

Lead Coach – Innovators in Residence Program

Service:	Lead Coach
Project title:	Media Futures East Africa Project
Location:	Kenya (Nairobi)
Assignment period:	October 2021 – December 2022
Languages required:	English (Swahili is an advantage)
Application deadline:	<u>30.09.2021</u>

I. Background

Media Futures East Africa Project

The Aga Khan University (AKU) and DW Akademie have collaborated in the Media Futures East Africa Project, which works to support informed communities through viable media in East Africa. To this end and through partnerships we are conducting research and training, and carrying out acceleration and outreach, for media and other stakeholders. The Media Futures East Africa Project supports media that is free, independent, innovative, evidence-based and committed to society. Overall, the project aims to:

- 1) Bolster the viability of media outlets and
- 2) Galvanize media innovation in East Africa, with a focus not just on creative content but on new and sustainable business models for the future.

Media 'Innovators in Residence' Program

As part of the above project, the AKU Media Innovation Centre, together with its partners, Media Challenge Initiative and Tanzania Media Foundation, is looking for media innovation coaches to support the brightest media minds from Kenya, Uganda and Tanzania who will be joining the 2020/2021 Innovators-in-Residence (IiR) program, for up to 1 day/week.

The IiR program is a 12-month incubation and accelerator program that provides mentorship, training and coaching to 3 selected media innovation teams in East Africa. For more information about the program, please visit [our website](#)¹.

The coaches will be tasked with supporting the IiR throughout the year in their journalistic and business-related questions –with the aim of helping them to create viable solutions to the pressing challenges of the East African media landscape.

II. Scope of work and deliverables

DW Akademie is looking for a lead coach – based in Kenya - to fulfil the following tasks:

¹ www.mediainnovationnetwork.org/be-an-innovator/the-innovator-in-residence-program/

Core activities / tasks

Task A: Lead Coach and Coordinator of the 3rd cohort of the IiR Program

1. Coordinate coaches, trainers and mentors for all IiR teams across Kenya, Uganda and Tanzania
2. Identify and document training needs and expectations of all IiR teams, set-up of training schedule and identification of appropriate trainers / coaches / mentors
3. Coordinate and support implementation of the training schedule of the Media Innovation Centre of the IiR and the overall innovation community
4. Participate in strategy and planning meetings with the project (Media Innovation Centre) and all associated partners
5. Support in identifying funding and partnership opportunities and offering relevant industry updates and events to allow IiR to enter new networks
6. Ensure implementation of monitoring and reporting for all coaches and IiR
7. Make progress checks, based on milestones and expectations (using Lean Business Canvas)

Task B: Coach for the Kenyan IiR team

1. Identify and document training needs & expectations of the Kenyan IiR team under his/her direct oversight
2. Provide journalism & business development coaching to IiR team
3. Facilitate identification of appropriate trainers/mentors for additional IiR support
4. Meet the IiR in one on one sessions at least twice a month for coaching and mentorship
5. Support in identifying funding & partnership opportunities and offering relevant industry updates and events that would open the IiR to new networks
6. Support the strengthening of IiR visibility across social & traditional media
7. Make progress checks, based on workplan, milestones & lean business canvas
8. Monitor business growth and establish methods and areas of improvement
9. Collaborate with coaches, trainers & mentors for all IiR teams across Kenya, Uganda & Tanzania to identify overlaps in training and support needs
10. Provide quarterly progress reports to the lead coach
11. Participate in strategy and planning meetings with associated partners

III. Requirements

The ideal candidate should fulfil the following requirements, with respect to the Ugandan and Tanzanian context respectively:

1. Good understanding of journalism and innovation industry in Kenya and the entire region. Coaches with vast experience in working with rural-based innovators are invited to apply.
2. Excellent network within media landscape
3. Extensive coaching, consultancy and/or facilitation experience for start-ups, incl. experience with HCD methodology

4. Journalistic background preferred: In-depth understanding of the opportunities and limitations of supporting quality journalism and related media innovations compared to other competitive industries. Coaches with a background in community media/ rural-based media are welcome to apply.
5. Knowledge of Human Centre Design methods and Lean Canvas Model preferred
6. Extensive project management experience and skills
7. Detail orientated, personable and a team-player
8. Strong communication skills and reliability are required
9. Willingness to provide flexible availability to the IiR
10. Fluency in English
11. Fluency in Kiswahili strongly preferred for Tanzanian applicants

To apply, please submit you CV and letter of intent, outlining your specific coaching style and experience as well as your expected daily rate (incl. VAT), to [dw-akademie.media-futures\(at\)dw.com](mailto:dw-akademie.media-futures(at)dw.com)

IV. Framework

Contract Period 10.2021 – 12.2022

Starting Date 01.11.2021

Level of commitment up to 5-6 days/per month

Project language: Please submit your application with your quote for the task (daily rate incl. VAT) in English to [dw.akademie.media-futures\(at\)dw.com](mailto:dw.akademie.media-futures(at)dw.com)